THE PARK STREET

PROTECT YOUR VOTE OHIO

Date: 9/21/2012 Revision #: 0

Client: OH- PROTECT YOUR VOTE 2012

Media: TV

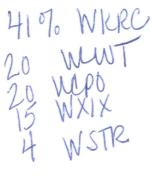
Product: ISSUE 2 Market: Cincinnati Estimate: 2724

Description: OH PROTECT YOUR VOTE 2012

Flight Start Date: 9/24/12 5:00:00 AM

Flight End Date: 10/7/12 4:59:00 AM

Separation between spots: 10



· 自然等的确定该是2

	Line No		aypart Code	STN Gross	STN Net	Days Dur				Thu 9/27	Fri 9/28					Wed 10/3					Total Spots			
	WKR	с-ту																						
	10	MTuWThF 6:00a-6:30a ₁ //	EM	\$1,200.00	\$1,020.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10			
2	11	GD MRN CINN@6 Sa 8:00a-9:00a	WK	\$1,100.00	\$935.00	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0	2			
g	12	SAT ER SHW-CBS Sa 9:00a-10:00a SAT ER SHW-CBS	WK	\$1,100.00	\$935.00	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0	2			
X	13	MTuWThF 6:00p-6:30p	EN	\$2,500.00	\$2,125.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10			
5	14	LOCAL12 NEWS-6< MTuWThF 11:00p-11:35p LATE NEWS	LIN	\$2,800.00	\$2,380.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0	10			
Ø	15	Su 11:00p-11:35p	LN	\$2,800.00	\$2,380.00	30	0	0	0	0	0	0	1	0	0	0	0	0	0	1	2			
					Total	Spots:	3	3	3	3	3	2	1	3	3	3	3	3	2	1	36			
		Total Co	st: \$	75,000.00	\$63,750.	00																		
		Total																						
		SEP	12 \$	37,500.00	\$31,875.	00															18			
		ОСТ	12 \$	37,500.00	\$31,875.	00															18			
												;	Signat	ure:										

Disclaimer:



Summary by Station/System

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Flight Start Date: 9/24/12 5:00:00 AM

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Station	Total Spots	STN Gross PCT	STN Net
WKRC-TV	36	\$75,000.00 100%	\$63,750.00 100
Market Total:	36	\$75,000.00	\$63,750.00

ORDER

Orders	Order / Rev:	,.	58715		1				
	Alt Order #:				ı				
	Product Desc:	ij	Issue 2 EST: 2724						
	Estimate:		2724		ı		Local 12 WKRC-TV		
	Flight Dates:		09/24/12 - 10/07/12		Primary AE:		LSM LSM		
	Original Date / Rev:	e / Rev:	09/21/12 / 09/21/12		Sales Office:		CVG		
	Order Type:	Chapte	GENERAL		Sales Region:	:-	Local		
Agency	Name:		Strategic Media Placement	ent					
	Buying Contact:	lact:			Billing Type:		Cash		
	Billing Contact:	ot:			Billing Calendar:	dar:	Broadcast		
			7669 Stagers Loop		Billing Cycle:		EOM/EOC		
			Delaware, OH 43015		Agency Commission:	mission:	15%		
Advertiser	Name:		Protect Your Vote Ohio		I				
	Demographic:	<u>::</u>	王		New Business Thru:	ss Thru:			
	Product Codes:	jes:	Issues/Propositions		Order Separation:	ation:	00:15:00		
	Priority:		P-1		Advertiser External ID:	xternal ID:			
	Revenue Codes:	odes:	AGY, POL-ISS, GEN		Agency External ID:	ernal ID:			
Bill Plan					Totals		-		
Start Date	End Date	# Spots	Gross Amount Net Amount	nnt	Month	# Spots	- 1	Net Amount	Rating
08/27/12	09/30/12	8 6	\$37,500.00 \$3. \$37,500.00 \$3.	\$31,875.00	September 2012 October 2012	18 48	\$37,500.00 \$37,500.00	\$31,875.00 \$31,875.00	
					Totals	36	\$75,000.00	\$63,750.00	0.00
Account Executives	es	-	: ::-	7 / 070	300	9,300,30			
Account Executive		Sales Office	Sales Region	Start Date / End Date	Id Date	% and			
LSM LSM			īS	art Of Order	Start Of Order - End Of Order	100%			
Order Share									
Local 12 WKRC-TV	RC-TV								
Market			100% \$182,926.83						
Competitive Share	Share	8)	Share Total						
EKRC									
UNKWN			00.00 \$0.00						
WCF0			20% \$36,585.37						
WSTR			1						
WXIX			15% / \$27,439.02						
년 당	Start End	Inve	Inventory Code Break 3	Start/End Time	Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
N 1 WKRC	: 09/24/12 10/07/12	6a 6a	Good Morn CincinnatCM (Good Morn Cincinnati (6:00 AM-6:30 AM 1 (6:00 AM-6:30 AM) v	0 AM 11111	:30 5 %	\$1,200.00P-1 / 0.00 NM	10	\$12,000.00
³ 3S			Spots/Week	Rate	Rating				
Week: 09/24/12 Week: 10/01/12	/24/12 09/30/12 /01/12 10/07/12		11111 5 : 11111 5 :	\$1,200.00 \$1,200.00	0.00				
N 2 WKRC	2 WKRC 09/29/12 10/06/12	8 8	CBS This Morning Satur6M	8:00 AM-9:00 AM	0 AM1-	:30 1	1 \$1,100.00P-1 (0.00 NM	Z Z	\$2,200.00
Start Date			ots/Week	81.100.00	Rating 0.00				
Week: 10	//01/12 10/07/12	2		\$1,100.00			, 00 % , ======		0
N 3 WKRC	09/29/12 10/06/	/12 CBS	N 3 WKRC 09/29/12 10/06/12 CBS This Morning Satur&M	9:00 AM-10:00 AM	00 AM1-	:30 1	1 \$1,100.00P-1 \0.00 NM	ZM 2	\$2,200.00

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	2		Amount		\$25,000.00		\$28,000.00		\$5,600.00		\$75,000.00
	WKRC-		Spots		10		10		7		36
,	Local 12 WKRC-TV		Rate Pri Rtg Type Spots	1	-2 0.00 NM	``	-2 6.00 NM		-2 0.00 NM		Totals
					5 \$2,500.00P-2 \$0.00 NM		5 \$2,800.00P-2 6.00 NM		1 \$2,800.00P-2		
Vote Ohio	2724		Len Spots	•	:30		:30		:30		
Protect Your Vote Ohio	Issue 2 EST: 2724	2724	ne Days	<u>Rating</u> 0.00 0.00	11111	Rating 0.00 / 0.00	11111	<u>Rating</u> 0.00 0.00	11	<u>Rating</u> 0.00 0.00	
Advertiser:	Product Desc:	Estimate:	Break Start/End Time (9:00 AM-10:00 AM)	\$1,100.00	6p-630p /	<u>Rate</u> \$2,500.00 \$2,500.00	11p-1135p /	Rate \$2,800.00 \$2,800.00	11p-1135p 🗸	<u>Rate</u> \$2,800.00 \$2,800.00	
			wor	Spots/Week 1	s at SixCM s at Six	Spots/Week 5	News CM News 11	Spots/Week 5	12 NwsCM 12 Nws 11	Spots/Week 1 1	
		7/12	Inventory Code Saturday Early Show	Weekdays 1- 1-	6p Local 12 News at SixCM 6p Local 12 News at Six	Weekdays 11111 11111	11p M-F Local 12 News CM 11p M-F Local 12 News 11	Weekdays 11111 11111	N 6 WKRC 09/30/12 10/07/12 11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11	<u>Weekdays</u> 1 1	
58715		09/24/12 - 10/07/12	End	End Date 09/30/12 10/07/12	2 10/07/12	End Date 09/30/12 10/07/12	2 10/07/12	End Date 09/30/12 10/07/12	2 10/07/12	End Date 09/30/12 10/07/12	
:	#	•	n Start	Start Date Week: 09/24/12 Week: 10/01/12	N 4 WKRC 09/24/12 10/07/12 6p1	Start Date Week: 09/24/12 Week: 10/01/12	N 5 WKRC 09/24/12 10/07/12	Start Date Week: 09/24/12 Week: 10/01/12	(RC 09/30/1	Start Date Week: 09/24/12 Week: 10/01/12	
Order / Rev:	Alt Order #:	Flight Dates:	Ln Ch	Week:	N 4 WK	Week	N 5 WK	Week	N 6 WK	Week	